

ELECTRONIC RESOURCES REVIEWS

wired.MD. wired.MD, 317 SW Alder Street, Third Floor, Portland, OR 97204; 866.WIRED.MD (866.947.3363); fax, 503.889.0020; info@wired.md; <http://www.wired.md>; contact for pricing.

Founded in March 2000, wired.MD, hosts a Website that provides information about products that librarians, health care providers, and educators can use to deliver reliable health care information to consumers and patients in an effective and cost-efficient manner. The Website provides information about "streaMed" educational videos on more than 365 consumer health topics, some of which are in 8 languages (English, Spanish, Polish, Vietnamese, Japanese, Mandarin, Cantonese, and Russian).

The suite of streaMed products delivers consumer health education videos, handouts, and peer-reviewed health Websites to hospitals, clinics, private practices, libraries and resource centers, and patients' homes. The wired.MD Website includes examples of some of the videos available, along with a list of covered health topics and text handouts (English and Spanish titles). The Website also includes a "customer map" that provides users with the names and locations of institutions that have purchased the products in both the United States and abroad.

The content for the wired.MD videos and handouts is derived from materials published by Mosby Publishing, the parent company of Harcourt Health Sciences, and *Ferri's Patient Teaching Guides*. Furthermore, much of the content is reviewed by physicians who are experts in a variety of specialties, and the information can be applied to a diverse patient population. The target audience for the products is adult consumers of health care information, including patients and family members.

Specialty videos

Health education videos—which include the most common diagnoses, treatment plans, and proce-

dures—are now available for the following specialties: allergy; cardiology; dermatology; eyes, ear, nose, and throat; emergency medicine; endocrinology; gastroenterology; genitourinary and renal; geriatrics; hematology and oncology; neurology; orthopedics and rheumatology; pediatrics; psychology; pulmonology; and women's health care. A package is available that is not specialty specific and includes videos in eight languages.

Major features

The major features of the Website that would interest librarians or health care providers are the video examples, video and text handout lists, case studies, and the patient portal.

The video examples include titles such as *Laceration and Wound Care*, *Insulin and Diabetes*, *Pregnancy after 35*, *Metered-dose Inhaler*, and *Spinal Tap*. Each video is narrow in focus and averages six minutes and thirty seconds in length. Excellent animations and illustrations are interspersed throughout the videos, making them engaging and easy to follow. Lists of video topics and text handouts accompany the videos. The video list includes primary care titles, specialty packages, and multilingual packages

The handout list covers both English and Spanish titles, arranged alphabetically by the name of the condition or procedure.

The case studies include comments from health educators and physicians about how their organizations have used streaMed products. The case studies will be invaluable to those who want more information about how the products can be used in real-life situations to improve patient care and reduce costs by more efficiently delivering patient education.

Patients can be directed to the Patient Site <<http://patients.wired.md>> to enter an eight-digit "Information Prescription" code to access information pertaining to a specific condition or procedure. The Patient Site would be accessed through an organization's intranet or Website,

with the handouts and Information Prescriptions branded with an organization's specific logo and Website address (e.g., www.yoursite.com/education/). This approach enables health care providers to deliver reliable health information to patients while increasing the visibility of an organization's Website.

The Patient Site also offers consumers several ways in which to search for health information: by keyword, body part, specialty, video, or handout titles and health Websites. A search for the topic "asthma," for example, allows users to choose from a number of options related to that health topic, including:

- Watch a video.
- Read a handout.
- Access the Information Prescription.
- View an animation of the lungs.
- Email a question to the health care provider.
- Complete a survey on the quality of care received.
- Conduct a new search.

The options are presented in an organized way, making it easy for users to navigate the Patient Site. Also, the Patient Site is available in eight languages.

Usability

The wired.MD Website is easy to navigate, and the video examples are easy to view. The only challenge users might face is being presented with so much information about each streaMed product. Nevertheless, the Website does provide a helpful list of frequently asked questions to assist users with selecting the products that would best meet the needs of their organizations.

Advantages

The main advantage of the Web-based video format is that health information can be delivered to consumers when, where, and how they need it. Consumers can access the videos from any computer connected to the Internet, along with the accompanying handouts.

Furthermore, the videos offer a

"full-circle solution," meaning that they take patients from preparation for a doctor's visit or a surgical procedure to more detailed information on a condition or procedure that can be explained by providers during office visits.

Finally, patients can take the educational message home in the form of text handouts and an Information Prescription customized to their needs.

Disadvantages

Because the patient education solutions are customized to the needs of organizations with a variety of technology infrastructures, the pricing models become complicated. The best approach is to speak to a company account executive to determine which options suit the needs and budget of a specific organization.

Technological and administrative considerations

Because wired.MD provides a Web-based patient education solution, the streaMed products are accessed through an organization's network using an Internet connection. The client-side software for each product must be installed on each computer or a centralized server by the organization's network administrator. Following installation, wired.MD freely provides training and support, and training is available at night and on weekends to accommodate an organization's scheduling requirements. The wired.MD Website includes a link to detailed information about technical requirements, including streaMed:

- implementation
- workstation requirements
- patient portal workstation and access requirements
- content storage requirements

Timeliness

The Clinical Advisory Board, consisting of seventy physicians, reviews all content and updates approximately thirty to forty health topics each year.

Comparison to other products

The streaMed videos are designed with the patient or consumer in mind for the delivery of reliable health care information to a diverse patient population, regardless of literacy or educational levels, native language, or technology accessibility. The videos could be compared to the interactive tutorials and surgery videos available via the MedlinePlus Website, a site that provides trusted health information maintained by the National Library of Medicine, a part of the National Institutes of Health.

A major strength of the streaMed videos is their granularity or narrow focus on a specific condition or procedure, with each video averaging six minutes and thirty seconds in length. The MedlinePlus surgery videos, however, are each one hour in length and offer a level of detail that may not capture and sustain the attention of some users. The strength of both the MedlinePlus and streaMed videos is that they contain excellent animations and illustrations.

The MedlinePlus interactive tutorials—animated slides explaining a procedure or condition in easy-to-read language—provide an advantage to users who like to move easily from one section of the tutorial to another without being tied to a linear progression. Although the streaMed videos can be paused and restarted, users cannot easily access a specific topic covered in a video.

Conclusion

The streaMed products offer valuable consumer health information to patients at the point of care and beyond. The products also relieve providers of repetitive educational explanations, making consultations with patients more productive and focused on each patient's specific concerns.

Health sciences and consumer health librarians as well as health care providers could benefit from using the wired.MD resources in a variety of settings. Of course, the

main benefit will be for patients or consumers who become empowered to make more informed decisions, in consultation with their health care providers, about the best health care options available to them.

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Krames On-Demand (KOD). Krames Health and Safety Education, The StayWell Company, 780 Township Line Road, Yardley, PA 19067; 800.333.3032; clientservices@krames.com; <https://shop.krames.com>; contact for pricing.

Krames On-Demand is a patient education system that allows clinicians and staff access to comprehensive patient education in thirty-seven specialty areas. Krames On-Demand is part of The StayWell Company, a provider of consumer health information products and services. Krames On-Demand is known for their collection of HealthSheets, patient education sheets with colorful graphics, easy readability levels, and clinician input.

Currently, more than 4,400 single-topic HealthSheets are available on numerous health topics such as "What Does the Brain Do" and "How to Breastfeed," conditions, procedures, self-care, and health prevention. More than 2,200 of the sheets are available in English and Spanish with some sheets available in other languages. The HealthSheets contain the latest up-to-date information and help practices meet regulations of the Joint Commission on Accreditation of Healthcare Organizations (JCAHO). Krames On-Demand also has HealthSheets on 10 health care basic titles accessible in 10 languages. The HealthSheets are easily acces-

sible via Browse or Keyword Search. Additional subsets of specialized HealthSheets can be purchased separate from the package.

Clinicians can use Krames On-Demand to create folders to manage and educate patients and/or specific health conditions. Clinicians can personalize the HealthSheets to suit individual patients, the patients' care plans, and the clinicians' practice through accounts, group, or user management with Custom Content Builder. The Bookmark feature allows clinicians to access HealthSheets rapidly. The HealthSheets can be easily printed or emailed to patients.

Clinicians can access Medications in 3 ways: name, indication, and classification. Medications is a comprehensive drug reference with more than 33,000 descriptions of over-the-counter products, prescriptions, and nutraceuticals in English and Spanish. The materials are written at 6th-to-8th-grade reading level; generic and brand name medications are cross-referenced.

Krames Online Library is the patient education library. For institutions that subscribe to Krames On-Demand, Krames Online Library is necessary because it complements the HealthSheets and Medications, providing patients with reliable patient education information.

Users will find the design, usability, and ease of navigation of Krames On-Demand quick to grasp. Krames On-Demand is user friendly and offers constant support. The Information icon keeps users aware of new features and services. Hospitals and practices will find it a useful tool in disseminating patient education and managing care plans. For consumer health libraries or hospitals, the Krames On-Demand Kiosk, a self-service resource where users can print off selected HealthSheets, would be a valuable asset in meeting the demand for patient education materials.

Krames On-Demand is not without drawbacks such as the high cost for small libraries, which are predominantly hospital and con-

sumer libraries and may not be well funded. The number of HealthSheets available in other languages is disappointing. The demand for patient education information in various languages is at a high and will continue given the diversity of medical communities. MedlinePlus <<http://www.medlineplus.gov>> and other health Websites such as The 24 Languages Project <<http://medstat.med.utah.edu/24languages/>> are more effective in providing health information in other languages and without a cost.

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Greystone.Net, Web Site Health Content Management. Greystone.Net, 3340 Peachtree Road NE, Suite 610, Atlanta, GA 30326; 404.848.0290; fax, 404.848.0262; info@greystone.net; <http://www.greystone.net/>; contact for pricing.

Building partnerships is an essential component of the health care environment, as professionals strive to improve quality and outcomes. With this in mind, a group of health care professionals and health information providers formed a group to share ideas and resources. These key individuals are involved with patient and family education throughout Methodist Health System in Omaha, Nebraska. For the past ten years, the Patient, Family and Community Education Committee has combined their expertise to improve the quality of education and health information provided to their clients through a variety of initiatives.

Based on a solid evaluation process and a pilot project with Clinical Reference System, the group worked with the information tech-

nology and marketing departments in evaluating and selecting a health content provider for the health system's Website. The group used a decision grid to assist in comparing features of five health content providers. The group's measurement criteria included:

- General: cost, liability, branding, certifications

- Content: sources of information, frequency of reviews, reading level, languages (can a user easily toggle to Spanish?), animations and pictures, number of topics, wellness focus, clinical testing and procedures, medication information, searchable news articles or archives, nutrition and recipes, health calculators, online newsletters, email capability, film clips, resources or associations, level of integration, and search functionality

- Format: look and feel—font, ease of printing, different logos, number of steps to health and wellness, links allowed

- Other: use of content for a physician expert to answer questions; ability to drop in quotes, incorporate newsletters and email content, make photocopies for health fairs, etc., and use the content on physician Websites; use of national reference sites; other health systems using the vendor

Greystone.Net was selected as successfully meeting the greatest number of criteria. The redesigned Website <<http://www.bestcare.org>> was brought online in 2005. Greystone.Net was established in 1996 to provide Internet and Web solutions and services for health care organizations. Their clients include hospitals, health systems, academic medical centers, and national health plans. Greystone.Net offers a wide selection of clinical health topics for provider Websites. Greystone's content is consumer-oriented; comprehensive, covering hundreds of medical conditions and thousands of medical topics; easily modifiable; and able to be fully customized to include local links, services, and physicians. Content is available in the following formats:

- adult health library in English:

http://greystone.net/hc_adult_index.html

■ pediatric health library in English: http://greystone.net/hc_peds_index.html

■ adult and pediatric health library in Spanish: http://greystone.net/hc_sp_index.html

■ centers of excellence: http://greystone.net/hc_cent_index.html

■ electronic health newsletters in seven clinical areas: http://greystone.net/hc_news_index.html

■ breaking health news feeds: http://greystone.net/hc_bnews_topics.html

Adult health products

The clinical content modules typically include:

- home page that introduces the topic
- site map of entire contents of the health topic module
- topic definition or description
- subtopic definitions or descriptions
- statistics and facts
- diagnostic tests and procedures
- symptoms
- treatments (a list and explanation of possible treatments, however, this explanation does not endorse or recommend one treatment over another)
- prevention protocols
- glossary of topic terminology or key word list
- online resource page linking to appropriate outside Websites
- medical illustrations with explanations, when appropriate
- photographs relevant to topic throughout entire site

Breaking news

Greystone.Net monitors the national health care news featured on major news networks and released in the latest medical journals, at medical conferences, at health symposiums, and so on. Greystone.Net provides a timely Web-ready summary of a top story that can be featured on a home page each week. This information is taken from the original source of the research or announcement.

A news summary has appropriate links to background information on the topic or disease and relevant outside information including, but not limited to, the Website of the sponsoring (original) research or development organization. This content can be edited as necessary.

Greystone.Net recommends that users add the information or links that tie the national news information to local relevant services and products.

Centers of excellence

According to the Greystone.Net Website, "Greystone.Net has created Web-ready Centers of Excellence. These Centers may support a hospital's existing Center or they allow for the creation of a 'virtual' Center of Excellence ... one that exists through the collection and presentation of physician, service and health information around a clinical area." Centers include:

- heart center
- pregnancy, birth, and baby center
- women's center
- cancer center
- orthopaedic center

A center of excellence allows an organization:

- to showcase their services and physician in a particular medical area
- to create an administrative unit for:
 - managing related resources
 - providing brand support through marketing and positioning
 - contracting with insurers and employers
 - recruiting staff
 - coordinating patient care
 - improving customer satisfaction
 - tracking and reporting return on investment

- to compete for and fulfill research grants and clinical trials

The Center of Excellence Website can:

- more effectively present the full scope of services and physicians that constitute the center
- create patient and family relationships: customized diagnosis-specific electronic newsletters, ap-

pointment reminders, and other care management functions can establish and reinforce a relationship between the center and the patient or family; often this would impractical without the use of the Internet and secure email

- in a cost effective manner, provide current news and information on important developments, including:

- new physicians
- new ambulatory (outreach) offices and services
- new diagnostic and treatment procedures that are available through the center
- even national health news stories and physicians' agreement or disagreement with their findings

Advantages

Greystone.Net allows health systems to brand the content so it looks like it belongs to the health system. As noted on Greystone.Net's Website, "the license allows health systems to edit or modify the content—to meet specific philosophies of care, to highlight areas of expertise and advanced technologies, and to facilitate the relationship between the patient and the health system's medical staff." Some vendors require their logo to appear on every Web page. There is no indication that the content on www.bestcare.org is from Greystone.Net.

Content can be purchased with a perpetual license or leased for a specific period of time. The content can be hosted locally or on a Greystone.Net server, and a license for an optional content management tool can be leased. Greystone.Net has excellent tools, has Americans with Disabilities Act approval, and is section 508 disability qualified.

Deficiencies and disadvantages

Disadvantages were also considered in the group's deliberations. The vendor does not have its own medication database. However, Greystone recommends that health systems link to MedlinePlus for

<p>drug information. This was acceptable for the group's requirements.</p>	<p>matched its requirements and continues to be confident in that decision.</p>	<p><i>John Moritz Library Nebraska Methodist College—The Josie Harper Campus Omaha, Nebraska</i></p>
<p>Conclusion</p> <p>Greystone.Net compared very favorably to the other four vendors that were examined. The review group came to a unanimous decision about which provider best</p>	<p><i>Angela Arner, BA, MLA CHLS Certification Angela.Arner@methodistcollege.edu Coordinator, Consumer Health Library Services</i></p>	<p><i>Mary Wolcott-Breci, MSN, RN mary.wolcott-breci@nmhs.org Patient Education Department Nebraska Methodist Hospital Omaha, Nebraska</i></p>